

# OTIS IS GIVING BACK.

THINK OF IT AS A BAKE SALE... ONLY MUCH, MUCH, BIGGER.

With every purchase, Otis Spunkmeyer will donate to a national breast cancer foundation. That means our cookie dough raises dough to fund important breast cancer research!



### WHY CHARITABLE GIVING?

Giving back is a meaningful way to engage with your customers and community over a shared vision and purpose.

**IT BUILDS TRUST AND LONG-TERM LOYALTY.** 84% of consumers and 85% of employees agree that the more a business engages their consumers and employees in their charitable giving decisions, the more trust consumers have in that business.<sup>13</sup>

**IT MAKES CUSTOMERS FEEL GOOD.** Shoppers prefer to buy from charitable companies because it makes them feel good. They know they're part of something bigger than themselves and that their purchase is changing the world.<sup>14</sup>

**IT SPARKS SALES.** 73% of consumers are likely to shop at or support an organization who seeks their input into where the organization gives.<sup>15</sup>

### HOW IN-STORE BAKERY OPERATORS CAN MAKE A DIFFERENCE

Interested in more ways to get involved? Here are a few top-rated breast cancer research and support foundations you can contact for more information:


NATIONAL BREAST CANCER FOUNDATION  
BREAST CANCER AWARENESS FOUNDATION  
LYNN SAGE BREAST CANCER FOUNDATION

### START LOCALLY.

WE'VE COMPILED A LIST OF SMALLER REGIONAL FOUNDATIONS, NONPROFITS, AND CHARITIES BASED AROUND THE COUNTRY, ALL OF WHICH SCORE HIGH ON TRANSPARENCY. FIND OUT MORE HERE: [WWW.OTISSPUNKMEYER.COM/PINKCOOKIE](http://WWW.OTISSPUNKMEYER.COM/PINKCOOKIE)

### READY TO PAY IT FORWARD AND PROFIT?

We want to be your partner and share the mission of increasing health and happiness for everyone. For more ooey gooey ideas, inspiration, and solutions, contact your local Aspire Bakeries representative today or call 1-(844)99-ASPIRE.

DESCRIPTION	PRODUCT CODE	GTIN	PACK SIZE	SHELF LIFE - FROZEN
 Double Chocolate Cookie with Pink Gems	24197	1-00-13087-24197-3	240/1.33 oz	365 days

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IN-STORE BAKERY



# OTIS SPUNKMEYER

# PRETTY, PINK, AND POWERFUL

DISCOVER HOW ONE DELICIOUS COOKIE CAN SATISFY THE CRAVING FOR CHOCOLATE AND CHANGE THE WORLD, ONE BAKERY SALE AT A TIME.

**PINK IS STRONGER THAN YOU THINK.** That's why we're reintroducing the **Otis Spunkmeyer Sweet Discovery Double Chocolate Cookie with Pink Gems** to highlight the importance of breast health and early screening, raise the public's awareness of breast cancer, and encourage in-store bakery operators to give back to their communities through targeted donations to regional charities.

With every purchase of the **Otis Spunkmeyer Sweet Discovery Double Chocolate Cookie with Pink Gems**, we will donate to a national breast cancer foundation to fund research and treatment. But we can't do it without you...

<sup>1</sup><https://www.curetoday.com/view/the-story-behind-the-pink-ribbon>

<sup>2</sup><https://www.supermarketperimeter.com/articles/9259-2023-food-trends-pink-becomes-a-flavor>

<sup>3</sup>Datassential, How Restaurant Operators Can Tap into the Latest Dessert Trends, 2021  
<https://blog.datassential.com/news/dessert-trends-for-restaurant-operators>

<sup>4</sup>Business Insider, Here's the Real Reason You Crave Chocolate, 2017

<sup>5</sup>Technomic, 2021 Away-From-Home Bakery Product Category Assessment Foodservice Report

<sup>6</sup>Top Chocolate Trends of 2022 by Barry Callebaut

<sup>7</sup>Otis Spunkmeyer Commercial Channels Awareness, Attitudes and Usage Study, 2022

<sup>8</sup>Datassential Omnibus Study

<sup>9</sup><https://foodinstitute.com/focus/in-store-bakery-segment-seen-rolling-in-dough-by-next-year>

<sup>10</sup><https://www.supermarketnews.com/bakery/store-bakery-becoming-consumer-magnet-report>

<sup>11</sup><https://www.bakingbusiness.com/articles/57917-bakery-survey-shows-consumer-behavior-has-changed>

<sup>12</sup>Benevity Wakefield, Engagement in Corporate Giving: How Companies Can Involve

Consumers and Employees in Financial Donations, 2022

<sup>13</sup><https://www.forbes.com/sites/theyec/2019/06/10/why-giving-back-increases-brand-loyalty/?sh=1b1cz7e470d2>



# PINK GOES WITH everything.

## DOUBLE CHOCOLATE COOKIE WITH PINK GEMS

Say hello to a deep, dark, double chocolate gourmet dough studded with both chips and candy-coated chocolates for a little extra crunch in every bite.

- ✓ From our Otis Spunkmeyer Sweet Discovery line, our most popular butter-blend cookie
- ✓ 1.33 oz frozen cookie pucks—just bake and serve
- ✓ Perfect for impulse buys or sharing with loved ones for any occasion
- ✓ Comforting, familiar snack any time of day



It may look playful, but the pink ribbon—a symbol of the breast cancer movement—means business when it comes to fighting breast cancer. It was chosen for its soothing, comforting, and healing associations.<sup>1</sup>

“PINK IS A COLOR THAT COMMUNICATES FUN, OPTIMISM AND CHILDHOOD COMFORT...IT ALSO IS ONE OF THREE FLAVOR TRENDS FUELING MENU INNOVATION THIS YEAR.”

Lizzy Freier, director of menu research and findings for Technomic.<sup>2</sup>

# THINK PINK throughout the year!

Our versatile cookie is the perfect way to fight breast cancer in October and throughout the year, too, when bakery orders tend to be slower. It's easy to promote and sell with these sweet holidays that celebrate sharing, appreciation, and love:

## FEBRUARY:

Valentine's Day (February 14)

## JUNE:

National Pink Day (June 23)

## OCTOBER:

Sweetest Day (third Saturday in October)

A WHOPPING 95% OF SHOPPERS CONSUME PRODUCTS FROM THE [ISB] DEPARTMENT AT LEAST OCCASIONALLY AND 63% DO SO WEEKLY, ACCORDING TO THE "POWER OF IN-STORE BAKERY 2022" REPORT, PUBLISHED BY THE FOOD INDUSTRY ASSOCIATION (FMI).<sup>10</sup>



OCTOBER IS BREAST CANCER AWARENESS MONTH.

29%

OF ISB CONSUMERS ARE LOOKING FOR VALUE AND APPRECIATE THE "SPECIAL" FEEL OF ITEMS FROM THE FRESH BAKERY.<sup>11</sup>

# RACK UP SALES WITH OUR free cookie oven!

## WHY COOKIES?

They drive profit and boost sales. 60% of operators report the sweet snacks they offer drive profit, and good news: cookies earn the highest revenue and profit margins of all dessert types.<sup>3</sup>

They're low labor. Frozen dough is easy to bake up into chocolate nirvana at a moment's notice, so your bakery always smells like fresh-baked cookies.

## WHY CHOCOLATE?

Chocolate is a feel-good food. It reduces stress levels and produces feelings of pleasure and happiness.<sup>4</sup>

It's a #1 flavor. Consumers' top flavors rank Chocolate #1 and Chocolate Chip #2.<sup>5</sup>

It's a top choice. 65% agree that chocolate is their favorite indulgence.<sup>6</sup>

## WHY OTIS FOR IN-STORE BAKERY OPERATIONS?

Our cookies increase walk-in and add-on purchasing, with a minimum of labor.

We're #1. Otis is the #1 share leader in the frozen cookie dough category and the #1 brand by cookie volume.<sup>7</sup>

When you succeed, we succeed. You're backed by best-in-class operational capabilities, a commitment to sustainability, assured supply, and community outreach efforts, plus:<sup>8</sup>

- Extensive merchandising materials
- Customizable POS program for your operation to utilize
- Free oven program
- Rebate offers to save you money

IN-STORE BAKERY SALES ARE EXPECTED TO GROW. AS MUCH AS 18% IN 2023, DUE TO STRONG CONSUMER DEMAND FOR INDULGENT, CONVENIENT SNACKS THAT REPLICATE THE RESTAURANT EXPERIENCE AT HOME AND PROVIDE COMFORT.<sup>9</sup>

# OUR COOKIE. YOUR SIGNATURE dessert.

Turn our cookies into masterpieces with these chef-developed recipes created just for us. They're rated from easiest ♥ to more skilled ♥♥♥♥♥ below. Visit our website for the full recipes!



## NATIONAL PINK DAY COOKIE

Make our pink cookies even more pink for National Pink Day with beautiful and easy royal icing and pink sprinkles.



## PINK S'MORES COOKIE SANDWICH

Turn a pair of our cookies into everyone's favorite campfire dessert by filling them with marshmallow fluff and dipping them in toasty graham cracker crumbs.



## DOUBLE CHOCOLATE RASPBERRY DECADENCE

Chocolate and raspberry go together beautifully, which means they'll love this ultra-decadent dessert using raspberry preserves and homemade raspberry frosting.



## PINK RIBBON COOKIE

Honor Breast Cancer Awareness Month by decorating our cookies with an edible pink icing ribbon. A perfect opportunity to show off your icing skills.



You buy the cookies, Otis Spunkmeyer sends you an oven and all the stuff you need to get baking.

## FREE OVEN REQUIREMENTS

- ✓ PURCHASES of three cases per month
- ✓ CUSTOMER DIRECT ORDERS require Proof of Purchase

(Proof of Purchase may be requested on broker orders after oven placement)

## OVEN SPECIFICATIONS

- ✓ UL AND NSF approved
- ✓ ELECTRICAL: 120V, 11.3 amps, 1,350 watts, 60Hz
- ✓ PRE-SET Otis Spunkmeyer cookie oven bakes frozen cookie dough
- ✓ CAPACITY: 3 dozen 1.33oz cookie dough pucks (1 dozen per tray)

## KIT INCLUDES:

3 cookie trays, 1 oven timer, 1 hot pad, sampling of bags, pick-up tissues and pan liners, plus baking/cleaning instructions.

Aspire Bakeries Item Number 96200  
UPC Code 130879620 | UCC Code: 10013087962007

ALWAYS BE BAKING. FRESH-BAKED IS THE #1 REASON FOR ORDERING COOKIES.<sup>12</sup>

